

Specification Amendments:

Please replace the fourth full paragraph on page 9 with the following amended paragraph:

-- FIGs. 11A-C illustrate exemplary alternative advertisements being produced from an original advertisement; ~~and~~--

Please replace the paragraph fifth full paragraph on page 9 with the following amended paragraph:

--FIGs. 12 and 13 ~~illustrates~~ illustrate exemplary advertisement opportunities; and[[.]] --

Please insert the following new paragraph after the sixth full paragraph on page 9:

-- FIG. 14 illustrates exemplary embodiments for placement of alternative advertisements.--

Please replace the paragraph bridging pages 37-38 with the following amended paragraph:

-- As previously discussed the VoD system may not enable the subscribers to fast forward or skip advertisements that are delivered with the VoD content. Alternatively, the subscriber may be presented with a short alternative ad when the subscriber attempts to fast forward or skip the advertisement (targeted or default) so that the advertiser maintains ~~same~~ some value for their advertising dollar and the subscriber does not get offended by the ~~lose~~ loss of control. The alternative ad may be a section of the original ad, may be created from the original ad in some manner, or may be a separate ad

altogether. There are numerous means for replacing the original ad (being fast forwarded) with the alternative ad. For example, when a fast forward command is received, the playlist may be modified so that the alternative ad is transmitted instead of the ad. Fig. 9 illustrates an exemplary embodiment in which the playlist is modified as such. The modification of the playlist can either be accomplished by the VoD server 550 or the STB 510 (or PVR). In the PVR embodiment, the alternative ad may be contained on the PVR in which case the playlist will be modified to reflect that (regardless of whether the ad was on the PVR or the network). --

Please insert the following new paragraphs after the first full paragraph on page 40:

-- Once the alternative ad (whether generated or received as a separate file) is selected for display during a trick-play event, the alternative ad is displayed to the subscriber. As previously discussed, the alternative ad may be displayed in place of the ad or in conjunction with the ad. FIG. 14 illustrates various embodiments of how the alternative ad can be displayed to the subscriber. Each embodiment illustrates a STB PVR 1400 and a TV 1402, though one skilled in the art would realize that the PVR 1400 could be a HE PVR, a DVD player or other devices that can play back recorded programs. The first embodiment (A), illustrates the original advertisement 1410 being displayed in trick play mode (i.e., fast forward, skip, rewind). The second embodiment (B), illustrates the alternative advertisement 1420 being displayed in place of the original advertisement. As previously discussed, the alternative advertisement may be a still image or a video, may have been generated from the original advertisement or may have been received as a separate file, and may include audio or not.

The remaining embodiments, illustrate the alternative ad being placed in conjunction with the original advertisement in trick play mode (i.e., fast forward). These embodiments are preferable as the subscriber can see the original ad and see that they are actually skipping portions of the ad and are not being forced to watch additional ads. The third embodiment (C), illustrates a split screen with the original ad 1412 on one half and the alternative ad 1422 on the other half. As illustrated, each ad is reduced in size from

embodiments A and B so that the entire ad (original and alternative) fits on the appropriate half of the screen. The fourth embodiment (D), also illustrates a split screen with the original ad 1414 on one half and the alternative ad 1424 on the other half. However, in this embodiment each ad is cropped from that illustrated in embodiments A and B. It should be noted that the cropped alternative ad 1422 may in fact be a cropped version of an image or video segment from the original ad and not actually a cropped version of the alternative ad.

The fifth embodiment (E), illustrates the alternative ad 1426 superimposed over the original ad 1410. The superimposition is shown as the upper right corner, but it is not limited thereby. In fact according to one embodiment, the location, size and shape of the superimposed ad 1426 are adjustable. The adjustments may be defined in the processing rules (i.e., by the advertiser) or may be made by the network operator. In either event, the adjustments may be based on who is watching the ad. In an alternative embodiment, the subscriber may make the adjustments (the subscriber may make the adjustments each time or may define his preferences and have those preferences as the default orientation). The sixth embodiment (F), illustrates the original ad 1416 superimposed over the alternative ad 1420. As with the fifth embodiment (E), the size, shape and location of the superimposed ad are adjustable.

The seventh embodiment (G), illustrates the alternative ad 1428 superimposed over the original ad 1410. The superimposition is illustrated as having different video features than the original ad 1410. For example, the superimposed ad may have a degree of opacity so that portions of the original ad 1410 can be seen below. Other video features can include modifying the color, contrast, brightness, hue, tint and saturation, but are not limited thereby. As illustrated, the superimposed ad 1428 has less distinct features and accordingly the original ad 1410 has the more distinct features (i.e., color, brightness reduced on superimposed ad 1428). However, this embodiment is not limited thereto. In fact, the video features of the superimposed ad 1428 could be adjusted to make the superimposed ad 1428 more distinct. In another embodiment, the video features of the original ad 1410 could be adjusted to either make the original ad 1410 more distinct (bright) or more subtle (dull). In another embodiment, the video features of both ads could be adjusted. The adjustments may be defined in the processing rules (possibly

dependent on who is watching the ad), by the network operator, or by the subscriber. The eighth embodiment (F), illustrates the original ad 1418 superimposed over the alternative ad 1420. As with the seventh embodiment (G), the video features of either ad may be adjusted.

As one skilled in the art would recognize there are numerous alternatives for displaying alternative ads or alternative ads in conjunction with the original ads that are not described above but that would be well within the scope of the current invention. For example, whichever ad is superimposed on the other could be surrounded by a border to help distinguish between the two. --